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dom but challenges others.

Duffy, Mike. *See* Stone and Duffy.

Duncan, Thomas R., and Stephen E. Everett. *Client Perceptions of Integrated Marketing Communications.* No. 3, pp. 30–39.

Further changes in roles can be expected as marketers turn to integrated communications programs. Which hats a manager wears depends on the size of the firm and the budget.

Ellis, R. Susan, and Lester W. Johnson. *Agency Theory as a Framework for Advertising Agency Compensation Decisions.* No. 5, pp. 76–80.

Can ad agency management use their knowledge of ad impact to gain a stronger hand in negotiations for outcome-based compensation? The authors say "yes," but there is more to come.

Everett, Stephen E. *See* Duncan and Everett.

Ford, John B., and Michael S. LaTour. *Differing Reactions to Female Role Portrayals in Advertising.* No. 5, pp. 43–52.

In an increasingly fragmented marketplace one message is unlikely to fit all. In fact, it may offend some special-interest groups while appealing to others. "How appropriate are portrayals of women in ads?" Like beauty, it's in the eyes of the beholders!

Frydlewicz, Rob. *Discussing the Ayer Adjustment to Magazine Audiences.* No. 6, pp. RC-3–RC-7.

The Ayer Adjustment is a way to get at better magazine readership information using MRI. It enables researchers to eliminate from MRI's reported audience levels those persons who are the more casual, less loyal readers of a magazine through a detailed computer analysis.

Ghosh, Avijit. *See* Craig and Ghosh.

Gilmore, Robert F., and Eugene Secunda. *Zipped TV Commercials Boost Prior Learning.* No. 6, pp. 28–38.

By factoring in the degree of previous learning about the brand and ad campaign messages, this research resolves some of the conflicts in previous research findings about the effects of zipped exposures.

Gilmore, Robert. *See* Chamblee, Gilmore, Thomas, and Soldow.

Gnepa, Tahi J. *Comparative Advertising in Magazines: Nature, Frequency, and a Test of the "Underdog" Hypothesis.* No. 5, pp. 70–75.

Prior studies have concluded that comparative advertising works best for the underdog. This analysis of 212 direct-comparison magazine ads reveals that larger-share brands are almost as likely to use comparative ads as their smaller competitors.

Gugel, Craig. *The Case for Unadjusted Readership Data.* No. 5, pp. RC-2–RC-4.

Discusses Backer Spielvogel Bates' decision to eliminate magazine adjustments altogether and use the data as reported by the syndicated service.

Harvey, Michael G. *Point of View: A Model to Determine Standardization of the Advertising Process in International Markets.* No. 4, pp. 57–64.

A descriptive model is developed here for international marketers to evaluate the benefits of standardization. It addresses: product features, competitive environments, infrastructure and governmental restrictions, and organizational, cultural, and societal characteristics.

Hsieh, Shirley. *See* Lautman and Hsieh.

James, William L. *See* Kover and James.

Jasper, Cynthia. *See* Klassen, Jasper, and Schwartz.

Javalgi, Rajshekhar G. *See* Cutler and Javalgi.

Johnson, Lester W. *See* Ellis and Johnson.

Kassaye, W. Wossen, and Joseph P. Vaccaro. *TV Stations' Use of Barter to Finance Programs and Advertisements.* No. 3, pp. 40–48.

As station managers use barter to deal with the risk of program acquisition, the situation resembles the growth of trade promotion in the grocery business a decade ago.

Katz, Helen. *See* Lee and Katz.

Kent, Robert J. *Competitive versus Noncompetitive Clutter in Television Advertising.* No. 2, pp. 40–46.

The problem of clutter has received a lot of discussion lately, but competitive clutter raises even darker fears. An assessment of this type of clutter is given along with a discussion of its impact on advertising effectiveness.

Klassen, Michael, Cynthia Jasper, and Anne Schwartz. *Men and Women: Images of Their Relationships in Magazine Advertisements.* No. 2, pp. 30–39.

The 1980s saw significant social change in the roles of and relationships between men and women. Relationships portrayed in ads are found to change but at different rates across magazines.

Kover, Arthur J., and Joseph Abruzzo. *The Rossiter-Percy Grid and Emotional Response to Advertising: An Initial Evaluation.* No. 6, pp. 21–27.

This research tests the key thesis of the R-P grid that emotional impact is more related to ad effectiveness for low involvement products. The study yields both support and unanswered questions.

Kover, Arthur J., and William L. James. *When Do Advertising "Power Words" Work? An Examination of Congruence and Satiation.* No. 4, pp. 32–38.

This research on the power of an ad's benefit statement sheds light on resolving the opposing demands of creative advertising—balancing the use of novelty to gain attention and the use of heritage to speed learning.

Krugman, Dean M., and Roland T. Rust. *The Impact of Cable and VCR Penetration on Network Viewing: Assessing the Decade.* No. 1, pp. 67–73.

How well did a 1980 model describe the changes in

network viewing that accompanied the rapid diffusion of cable and the VCR? Can we improve on that?

Krugman, Dean M. *See* Nowak, Cameron, and Krugman.

LaTour, Michael S. *See* Ford and LaTour.

Lautman, Martin R., and Shirley Hsieh. *Creative Tactics and the Communication of a "Good Taste" Message.* No. 4, pp. 11–19.

Consumer playback of TV commercial messages can help creatives improve their communication of key benefits, even for less tangible elements like "tastes good."

Lawrence, Richard. *Inside New-Product Statistics: More, or Less . . . New, or Not?* No. 2, RC-3–RC-6.

A review of new-product statistics reveals, among other findings, that two-thirds of new products are line extensions, which are half, or less, as likely as new brands or brand extensions to offer consumers a significant new benefit.

Lee, Wei-Na, and Helen Katz. *New Media, New Messages: An Initial Inquiry into Audience Reactions to Advertising on Videocassettes.* No. 1, pp. 74–85.

An initial inquiry into audience reactions to advertising on videocassettes reveals a consumer ready to make *some* tradeoffs.

Lin, Carolyn A. *Cultural Differences in Message Strategies: A Comparison between American and Japanese TV Commercials.* No. 4, pp. 40–48.

Based on the cultural differences between these two countries, one might expect less informative ads and fewer uses of comparative advertising in Japan than in the United States. The hypotheses are tested and affirmed here via ad content analysis.

Logan, Michael. *See* MacLachlan and Logan.

MacLachlan, James, and Michael Logan. *Camera-Shot Length in TV Commercials and Their Memorability and Persuasiveness.* No. 2, pp. 57–61.

The frequency of cuts in camera shots has doubled in commercials over the last decade. Are viewers being left behind? This analysis of recall and persuasion measures reveals how the pacing of cuts affects ad performance.

Mallett, Daniel T., Jr. *The Reliability of Screen-in Rates and Readership Levels in MRI and SMRB.* No. 1, pp. 18–22.

Appel's findings of screen-ins' impact on audience levels is replicated with aggregated data from MRI and SMRB for the Across-Title comparison and *extended* with an Across-Year analysis.

McDaniel, Stephen W., and Roberto Solano-Mendez. *Should Marketing Researchers Be Certified?* No. 4, pp. 20–31.

A survey of marketing researchers reveals points of agreement and disagreement on the benefits and problems related to certification. Four segments with somewhat differing points of view are identified.

McDonald, Colin. *Point of View: The Key Is to Understand Consumer Response.* No. 5, pp. 63–69.

A finer-grained analysis of consumer response, a "person-centered" approach, is argued to be superior to looking at short-term increases in sales measures. McDonald chides us for underusing our panel data.

McGaugh, Jack. *See* Widgery and McGaugh.

McGlathery, Donald G. *Does Title Confusion Affect Magazine Audience Levels?* No. 1, pp. 24–37. (*Winner of the 1992 Richard L. Lysaker Award*)

There is a cost associated with our efforts to capture the occasional reader in magazine audience measurement—title confusion may penalize the smaller titles.

Menon, Anil. *See* Burnett, Menon, and Smart.

Nelson, Margaret C. *See* Schaninger, Nelson, and Danko.

Nowak, Glen J., Glen T. Cameron, and Dean M. Krugman. *How Local Advertisers Choose and Use Advertising Media.* No. 6, pp. 39–49.

In the United States, growth is shifting to smaller firms. This trend, coupled with the trend toward micromarketing, make it imperative that we understand better the differences in media decisions among local, regional, and national advertisers.

Ott, Richard L. *See* Andrus, Ott, and Ainsworth.

Peacock, James D. *Active Meters Require Active Inquiry: The Case for On-Screen Prompting.* No. 3, pp. RC-6–RC-9.

In addition to learning over the past 10 years that active inquiry is a necessity and has a measurable payoff, Arbitron has found that it also provides more timely entry of audiences and more voluntary entries. This adds up to fewer assumptions that need to be made about the amount and composition of the audience.

Pedrick, James H., and Fred S. Zufryden. *Measuring the Competitive Effects of Advertising Media Plans.* No. 6, pp. 11–20.

Copy strategy increasingly involves comparative, even combative, advertising elements. Media strategy and execution, too, can benefit from more rigorously accounting for the differential competitive impact of a campaign on other brands in the category.

Pedrick, James H. *See* Zufryden, Pedrick, and Sankaralingam.

Peyrot, Mark. *See* Alperstein and Peyrot.

Philport, Joseph C. *New Insights into Reader Quality Measures.* No. 5, pp. RC-5–RC-12.

The research reported here (and originally reported at the Worldwide Readership Symposium held in April 1993) seeks (1) to understand the nature of the qualitative measures found in Simmons and MRI and (2) to establish a context for implementing these tools into the decision-making processes.

Pitts, Robert E. *See* Alwitt, Benet, and Pitts.

Poltrack, David F. *See* Assael and Poltrack.

Rogers, Martha, and Kirk H. Smith. *Public Perceptions of Subliminal Advertising: Why Practitioners Shouldn't Ignore This Issue.* No. 2, pp. 10–18.
This candid look at how consumers think advertisers are using subliminal messages will shock most practitioners. Even if you believe subliminal advertising is a farce, you can't ignore this issue.

Rust, Langbourne. *How to Reach Children in Stores: Marketing Tactics Grounded in Observational Research.* No. 6, pp. 67–72.
New insights into the collection and analysis of observational data are promising new insights into improving marketing tactics.

Rust, Langbourne. *Parents and Children Shopping Together: A New Approach to the Qualitative Analysis of Observational Data.* No. 4, pp. 65–70.
The ARF Children's Research Council has tackled the task of reducing in-store observations using a "Grounded Theory" approach to produce a database on parent-child interactions at retail.

Rust, Roland T. *See* Krugman and Rust.

Sandler, Dennis M., and Eugene Secunda. *Point of View: Blurred Boundaries—Where Does Editorial End and Advertising Begin?* No. 3, pp. 73–80.
A survey of advertising executives found agreement that the boundary between advertising and editorial will continue to blur. The greatest concern is with sponsored journalism.

Sankaralingam, Avu. *See* Zufryden, Pedrick, and Sankaralingam.

Schaninger, Charles M., Margaret C. Nelson, and William D. Danko. *An Empirical Evaluation of the Bartos Model of Wife's Work Involvement.* No. 3, pp. 49–63.
Women's aspirations, values, and attitudes toward work relate to their use of products and services beyond what can be accounted for by demographics such as income and presence of children.

Schillmoeller, Edward A. *National Television Measurement Quality Priorities.* No. 3, pp. RC-10–RC-12.
identifies sampling issues such as sample size and design among the areas of measurement which should be given priority in order to improve quality.

Schmidt, Donald E. *Automated Promotion Planning: A New Solution to the Old Problem of Promotion Cost-Effectiveness.* No. 4, pp. RC-4–RC-8.
Discusses information actionability and how to increase return-on-investment in scanner data through more effective and efficient promotion planning.

Schwartz, Anne. *See* Klassen, Jasper, and Schwartz.

Secunda, Eugene. *See* Gilmore and Secunda.

Secunda, Eugene. *See* Sandler and Secunda.

Smart, Denise T. *See* Burnett, Menon, and Smart.

Smith, Kirk H. *See* Rogers and Smith.

Solano-Mendez, Roberto. *See* McDaniel and Solano-Mendez.

Soldow, Gary. *See* Chamblee, Gilmore, Thomas, and Soldow.

Staffaroni, James. *Copy Testing—A True Team Effort.* No. 4, pp. RC-2–RC-3.
Relates the fact that one of the key elements of successful copy testing is teamwork—teamwork among marketing research, product management, and ad agency.

Stone, Randy, and Mike Duffy. *Measuring the Impact of Advertising.* No. 6, pp. RC-8–RC-12.
In measuring advertising's impact on a brand, advertisers should take into consideration not only the advertising's long-term impact but also its "halo" effect.

Thomas, Gloria. *See* Chamblee, Gilmore, Thomas, and Soldow.

Tolley, B. Stuart. *A Study of National Advertising's Payout: Image Ads in Newspaper ROP.* No. 5, pp. 11–20.
Another definitive study is added to the mass of previous research that argues for a broader role for the newspaper medium in today's advertising mix.

Vaccaro, Joseph P. *See* Kassaye and Vaccaro.

Van Auken, Stuart, Thomas E. Barry, and Robert L. Anderson. *Toward the Internal Validation of Cognitive Age Measures in Advertising Research.* No. 3, pp. 82–84.
Preliminary findings of the authors' examination of cognitive age measures indicate that marketers targeting mature consumers may be missing the true psychological makeup of these consumers by ignoring their cognitive ages, since cognitive and chronological age usually differ by about 13.5 years.

West, Douglas C. *Cross-National Creative Personalities, Processes, and Agency Philosophies.* No. 5, pp. 53–62.
When marketers institute international advertising efforts, do they have to contend with differences in agency creatives beyond the consumer and market differences they encounter?

Widgery, Robin, and Jack McGaugh. *Vehicle Message Appeals and the New Generation Woman.* No. 5, pp. 36–42.
Car makers will find differing effectiveness in alternative appeals across generations of car-buying women.

Willke, Joseph. *What New-Product Marketers Should Know about Related Recall.* No. 2, pp. RC-7–RC-12.
Marketers should be aware that Related Recall is a valuable predictor of new-brand awareness, which is in turn a valuable predictor of new-brand trial and unit sales.

Zhou, Nan, and Russell W. Belk. *China's Advertising and the Export Marketing Learning Curve: The First Decade.* No. 6, pp. 50–66.
The rapid changes occurring in China's economy offer a rare glimpse at the evolution of trade adver-

tising and brand development. The model applies well beyond third-world markets.

Zufryden, Fred S., James H. Pedrick, and Avu Sankaralingam. *Zapping and Its Impact on Brand Purchase Behavior*. No. 1, pp. 58–66.

Single source data reveal surprising differences in purchase behavior following full commercial exposure versus zapped commercial exposure.

Zufryden, Fred S. *See* Pedrick and Zufryden.

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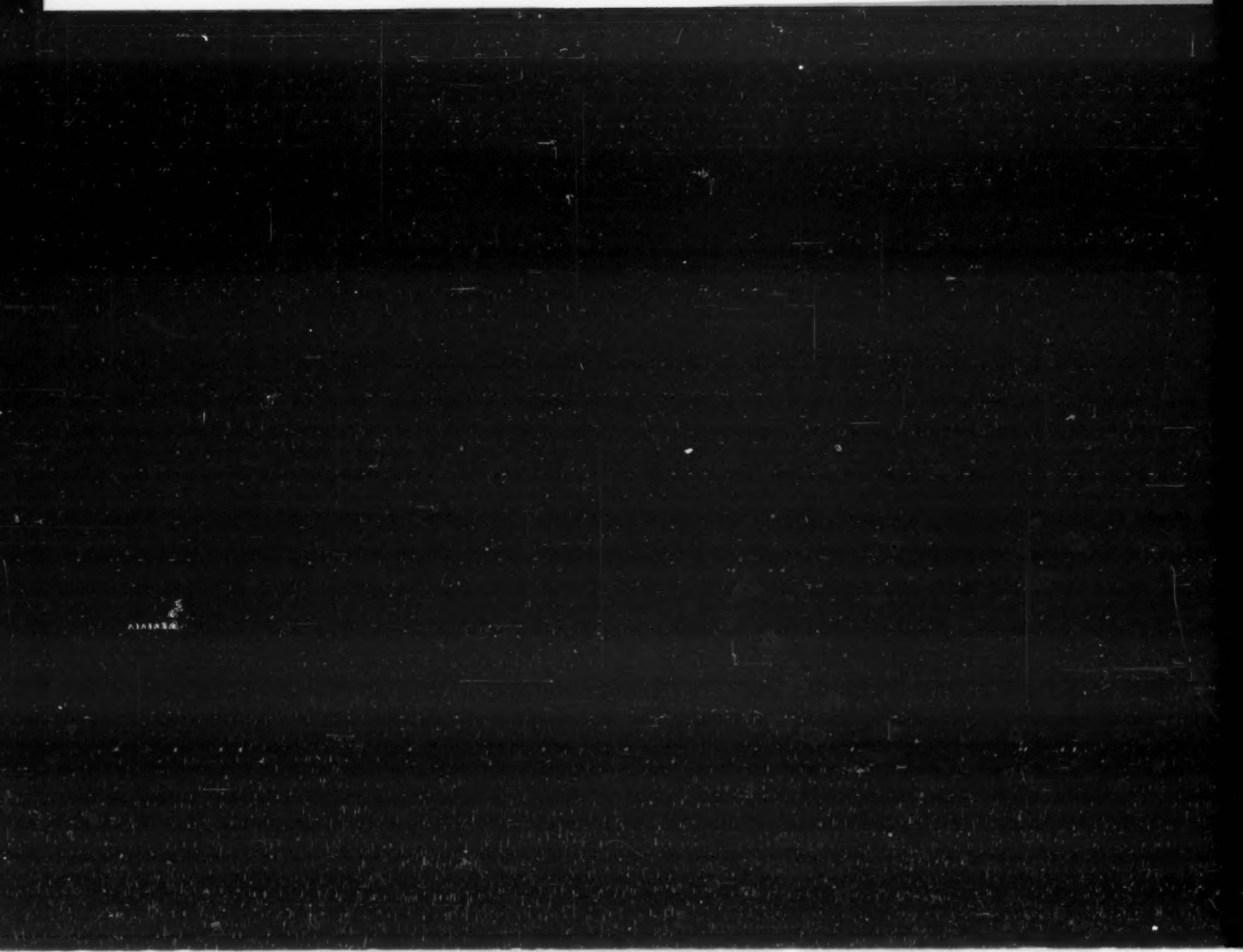
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